ONTARIO
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DISTRICT

'Ballyhoo

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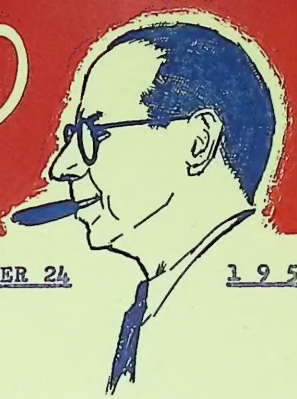


IT'S CHRISTMAS

For an all too brief period each year, Mankind pricks up its collective ears ... hears again that earth-shaking command " Let There Be Light" and permits - reluctantly at times - some of that light to penetrate the innermost recesses of its soul ... It is Christmas.

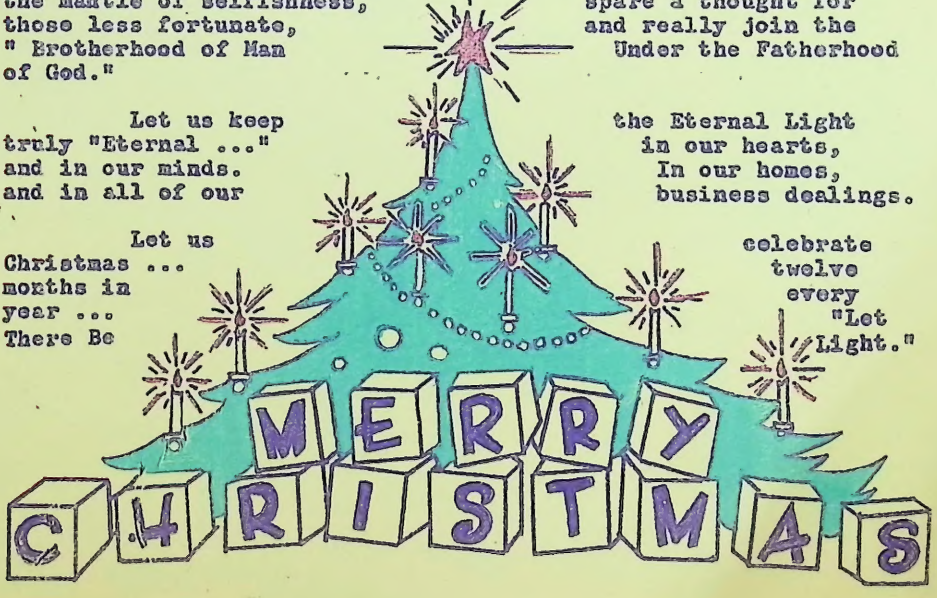
The Brotherhood of Man is here ... All is well. Forgotten are bigotry and intolerance. Prejudice is just a bad word. We exude good will and charity, and actually believe that we are living the Golden Rule ... " Love Thy Neighbour as Thyself ..."

Candles, symbolical of the Eternal Light, flare up by the millions ... We pray and we worship ... and then, Christmas is gone - a New Year dawns.

Why can't we keep that light burning during the ensuing twelve months ...? It is but a flash in the eternity of time ... but what grief, what suffering can be salved, if we ... you and I, and ours, shed the mantle of selfishness, spare a thought for those less fortunate, and really join the " Brotherhood of Man Under the Fatherhood of God."

Let us keep the Eternal Light truly "Eternal ..." in our hearts, and in our minds. In our homes, and in all of our business dealings.

Let us celebrate Christmas ... twelve months in every year ... "Let There Be Light."



FAMOUS PLAYERS Theatres

GALLIVANTIN' WITH GEERING

I have a note from Dick Geering ... a comedian yet ... which I know you will enjoy reading. Talk about your candy-coated pills? But ... I'll let you read and judge for yourselves ... Mayhap I have discovered an editorial writer in our midst ... For purposes of record, Dick's communiqué is reproduced verbatim ...

"BALLY-YOU" ... S.O.S. (Same Old Suggestions) from Dick Geering with apologies (?) to Dan Krendel and BALLYHOO ..."

"I have just completed reading 'B'allyhoo ... whadaya know ... the 'B' emphasizes his district ... shows just how observant I am ..."

"Observant enough however, to notice that Dan's issue of December 10th, Volume 3 Number 32 contains an innuendo (eds. note, wow !) indicative of a matrimonial venture which I deny most emphatically ... Bill Oakley received his black eyes in a motor accident ... not from any misunderstandings as to who married his wife Joan ... Bill did ... not Dick Geering ... So, that straightens that out, eh fellows?

"Surprising how easy it is to miss something important or unusual ... shows how necessary it is to be observant ... can get into lots of trouble being careless ... costs money too, quite often ... How about it, huh?

"Take it from me, many dollars are lost by not observing the cash discount allowed for prompt payment of bills ... You can lose many dollars if public utility accounts are not paid before the discount expiry date ... Don't let those $ $ $'s slip away for lack of observation ... Let's wipe the grease off our mental fingers ..."

When you okay a bill for payment - or do you leave that to your assistant -? why not indicate the amount to be paid? ... In that way you will notice those little, money-saving items ... Look over your overtime sheet more observantly, also the payroll generally.

"And how about that T-144? In many cases this is prepared by an assistant ... okay, but we of the audit department know the 24-sheet is frequently signed by management without any observation on his part of the descriptive facts ... We can tell by some of the entries committed to it ... or OMITTED from it ..."

"Dan says ... 'Keep your theatres warm in the winter and cool in the summer' ... I would like to add ... "And be observant too ... FROM THE MOMENT YOU OPEN YOUR DOORS UNTIL YOU LOCK UP AT NIGHT ... How about it gang?"

"Oh yes ... Be sure and collect all sales money in time to make a final Book Ticket Campaign sales report by December 31st ... and get your deposit into the bank as soon as possible ... One more suggestion ... Look over your ticket stock and return to your ticket department any obsolete price tickets or books ... and for those badly mutilated, order replacement ..."

"Best wishes to you all from the audit gang ... So long,"

L.G.G.

So folks ... that's Dick's message ... See what I mean by a candy-coated pill? The guy starts off making jokes and winds up when you least expect it, with a couple of digs, some "do"s and a "don't" or two ...

Thanks Dick ... and do believe me ... I did not mean to imply that you were, are, or ever had been married to Bill's wife Joan ... I am sure that this public retraction will satisfy Willie, allay his suspicions, and restore peace and happiness to our audit department ... N'est ce pas?

.X.X.X.X.X.

CITIZEN HEGGIE

There are something like one million two hundred thousand odd souls in Metropolitan Toronto ... and how they ever pulled John's name I'll never know ... but they did, and John spent the past couple of weeks doing jury duty ...

So-o-o ... beware guys, and don't yell too loudly about your bookings, even though you weren't lucky enough to get WHITE CHRISTMAS to open on Christmas day ... Or, if you do ... then make darn sure that you don't commit any misdemeanours which may bring you up before our blond stalwart ... If he does half of what he's threatened to do to some of lyou guys at times ... you're liable to spend the next couple of centuries in the clink. So, step softly if you must step on Jonathan's toes ...

.X.X.X.X.X.

SORRY TO REPORT

That nice guy Al Hartshorn, skipper of our Regent Theatre in Oshawa, a first prize winner in our last drive, BALLYHOO BONANZA, and one of the hardest workers we have, has been ordered back to the San for further observation and treatment ... He reports to the Mountain Sanitarium in Hamilton on December 26th.

It's a bitter pill to swallow ... especially as he had been feeling so well, and figured he had seen the last of doctors and hospitals ... but that's the way it sometimes happens ... That is the price we sometimes have to pay for living ...

Good luck Al ... we all hope that your sojourn in the San will be a brief one, and that you'll be back with us, hale and hearty before too many months roll by. We'll miss you ... but we'll be thinking about you, and you may be sure that our visits will be frequent.

As for Helen and Paul ... chins up ! You've been through this before and it hadn't been easy ... and it won't be easy this time ... but take comfort in the knowledge that when Al gets back this time, it will be for keeps ... and you won't have to worry about what the next X-Ray will show.

Our whole BALLYHOO gang is pulling for you Al ... so, "Do what the doctor says" ... and you'll soon be back in our midst again. Good luck, Boy.

Ballyhoo SOS

SPOTLIGHT ON SHOWMANSHIP

Well guys ... your BALLYHOO seems to get better and better as the weeks whis by ... which is as it should be. Even allowing for the so-called pre-Christmas slump ... the only slump I can notice in the way of BALLYHOO is on the part of those who sit around just waiting for such an excuse ... and naturally, that doesn't apply to anyone in this gang ...

We've set the pace again fellows ... let's keep it up, not only through the twenty six weeks of our current S.O.S. but right on through the entire year. We've done it before and I'm sure that with a little effort, and the will to do so, we can not only duplicate our past performance, but even better it.

We have a good record boys ... one we may all well be proud of. The "B" District BALLYHOO gang has gained prominence not only in our own country, but in industry circles the world over. Everybody who reads a trade paper can't help but recognize your contribution to the revitalization of Showmanship among Showmen. We take our business seriously ... we may sweat a little for our daily bread, but I'm sure it tastes all the sweeter.

So ... with this year fast coming to a close, let us train our sights on a new objective ... which may well be our old, and constant objective ... PLUS ... greater effort, more and livelier showmanship, an all-out drive for business to assure us and our families of our share of daily bread for many many days and years to come.

Let's BALLYHOO for PROFITS.

WHAT'S COOKIN' WITH OUR DRUM-BEATERS

In the way of trade magazine coverage we did a little better this week ... In the December 4th issue of S.T.R. Bob Harvey got himself some nice space with a picture and story of his SUSAN SLEPT HERE deal ... pyjama-topped usherettes and all ... In the same mag under date of December 11th ... Harvey's in again, with more pictures and a story ... Paul Turnbull also gets a story, and in the Exploitorial section mention is given to Olga, Jeff and Norm Gray ... Nice going.

In BOXOFFICE, December 11th edition, Jack Ward gets a story, and Bob Nelson some valuable points via excellent report of the Northland Beauty Pageant which he helped stage last summer in Timmins.

Still room for some of you other Ballyhooers ... The door's wide open guys ... and the editors will greet you with open arms ... All you have to do is get as far as the door under your own steam ... Not so tough.

And now ... let's have a look at what landed on my desk during the past week.

CENTURY - HAMILTON

The Hamilton News still plugging the Century's attractions on their special Christmas Shopping Guide page ... A new contest in the Review ... "Pick the Stars" is going over very well ... A four column scene of one of the stars appearing in a Century attraction has to be identified, with ducats as the prizes ... in return, Mel gets himself a spread right across the top of the page.

Plenty of gratis air plugs every Friday night from the Brant Inn, over C H M L's "Meet Me at The Brant" ... The station is paying the cost of a display boosting the theatre's attractions. Kresge's still coming through with good publicity on their "Coral" from their main store every Friday night ... Large Century display decorates the broadcasting stage.

Important news of Mel's new-type kid's show in our next issue ... It's a pip ... Look for it.

ROYAL - GUELPH

Ted had three displays located at the three best intersections in the city ... well in advance of, and during his run of WHITE CHRISTMAS. An excellent flash front decorated his theatre.

Kelly's Appliance store ran a full-page ad in the local Mercury ... heading it "Make This a WHITE CHRISTMAS With an Appliance Gift From Kelly's ..." Good theatre copy.

Ted's I SAW deal still going strong and gaining in popularity, if anything ... An "A" board on the sidewalk in front of the theatre is pushing F.P. Books of Tickets ... Candy bar, foyer and lobby also screaming "Ticket" copy.

REGENT - OSHAWA

Al's I SAW feature in the Times-Gazette still occupying a very important spot ... A good off-theatre page scene on G.W.T.W.

Two 24-sheets posted on lighted boards two weeks in advance of playdate on G.W.T.W. Nothing unusual about this ... except that Alfie just managed to promote the paper ... for free. The guy must be in right with Chet Friedman ... or am I giving away trade secrets?

C K L B ran a contest on their regular daily program, "Showcase" ... offering a couple of guest tickets for the best 50 word letter telling why the writer would like to see G.W.T.W. again ... Hundreds of entries, and it was quite a job picking a winner.

Al's son Paul, a carrier for the local daily, personally delivered mimeographed letters over his signature to all of his customers ... naturally pushing F.P. Books of tickets for his Old Man ... Who gets the commission? I wonder.

Good displays at the lunch counter of the Metropolitan store, and in the lobby of the Genosha Hotel.

BROADWAY - TIMMINS

At long last news of one of our boys up in the frozen North ... Not too much, mind you ... but enough to assure us that he's still among the living.

Bob had a young lad in devil's costume parade up and down the main drag, as advance for his date on BEAT THE DEVIL.

Just by chance ... during the week he played this feature, both LIFE and LOOK magazines featured the very shapely "Lollobrigida" on their covers, and Bob, quick-fast arranged displays in every shop selling the mags.

CAPITOL - GALT

Connie's Music Centre put in a good display on their record bar for Ed's date on GENTLEMEN PREFER BLONDES ... also loaned Eddie some of the hit recordings which he played over his P.A. in advance of and during the run ... C K G R aired the sound track music daily during the run, with good pic and theatre credits.

The VALLEY OF THE KINGS transcription was also used by the radio station on their "Hi Neighbour" show, tied in with the Capitol's "Showtime Quiz" ...

Ed's I SAW deal still going strong, and gaining in momentum ... Enough entries in to keep it running for months.

Ed has been busy contacting all local industries with a view to having them use F.P. Books of Tickets in their gift boxes to employees this year ... Am awaiting results of his campaign ...

PARAMOUNT - PETERBORO

Well ... our Peterboro Firebrand Art Cauley starts off his weekly report of activities with a promise that his forthcoming campaign on WHITE CHRISTMAS will make my "Hair stand on end ..." What hair, Art? If you come through with just half of what you promise ... Look out there Robert ... your throne's a little shaky ... But, we'll have to wait and see. In the meantime let's take a look at what Mr. C has to offer this week ...

In return for a couple of Oakleys, the Paramount receives a pretty nice ad right in the middle of the Examiner's "Business Quiz" page ... The Christmas Shopping Jamboree page in the same paper advised all and sundry that their big prize draw would be held on the stage of the Paramount.

Both the Review and the Lakefield News ran nice stories on the coming Christmas party for members of the local Safety Patrol at the Paramount ... The twin sheets also had good stories on KING RICHARD ...

Charlotte Credit Jewellers set up a very smart lobby display, featuring a $100.00 watch to be drawn for on the night of the 24th ... Both the merchant's down town stores carried good window displays p lugging the Paramount's attractions.

2500 coupons were printed, and Don accompanied by other members of the staff covered all local high schools and business colleges etc. The deal was that each student purchasing a Book of F.P. Tickets would be eligible for a top prize of one free movie a week for six months ... also ten consolation prizes of a guest ticket to see WHITE CHRISTMAS. Sounds like a fair deal. We'll see what the final results are.

Have reserved two full pages for your WHITE CHRISTMAS campaign, Arthur ... Don't disappoint us.

CAPITOL - ST. KITTS

Vern had an excellent display in Cavers Music Store's window, tying in with his HAJJI BABA date ... Cavers also ran a quarter page ad with a fair slice devoted to plugs for their records and the movie.

C K T B came through with several good plugs on their "Morning Melodies" program ... also aired the title song on most of their deejay shows.

CAPITOL - WELLAND

George arranged to have all local cabs bannered for his playdate on TAXI ... a natural, I'd say. I SAW still getting plenty of attention, and a good scene on an off-theatre page in the Tribune.

The daily also came through with an excellent three col. photo showing George and Mort presenting the prizes to their latest Foto-Nite winner ... Good story accompanied the pic. The Tribune hustled around and sold a half page of congratulatory ads to the various merchants participating in Foto-Nite ... each ad giving the Capitol prominent mention.

ORPHEUM - SOO

Olga arranged several excellent windows to tie in her date on WATERFRONT ... Two of the better displays were located in Virenes Men's Wear and Sargent's Men's Wear stores ... Others participating were Davis Clothing Store ... and Kleiman Bros. Hobby Shop ... It so happens that I was in the Soo when she was playing this pic, and I saw the windows ... dandies, all of them.

The Windsor Hotel placed a good 40 x 60 display consisting of mounted stills and good supporting copy, at the entrance to their dining room ... A similar display decorated the Windsor Barber Shop, in the window facing the Main Street.

Olga borrowed a rusty old anchor from the C.P. dock, and placed it on the curb facing her box office ... Tie-in copy read, "This anchor is from ON THE WATERFRONT, etc." ... Simple and quite effective.

CAPITOL - NORTH BAY

No fancy covers this week ... just one of Bob's old-fashioned scrap books ... Shall we open it and see what's doing?

City Laundry ran a four column by eight inch ad with the heading "For that EXECUTIVE look try our dry cleaning, etc." ... Of course EXECUTIVE SUITE was Bob's feature ... and a goodly portion of the ad was devoted to extolling its merits. The laundry's fleet of trucks carried tie-in banners covering the entire side panels, and all of their garment bags were most appropriately stamped with theatre and attraction.

The Nugget's carrier boys distributed dodgers for Bob, to all their customers, well in advance of the run.

Norm Harvey ... and Bob hastens to add "No relation" ... a local jeweller, ran a three column ad on the second day of the run, plugging gifts that will "Give him that EXECUTIVE feeling," Good accompanying copy sold attraction and theatre.

Bob still continues to receive his large scene on the Christmas Shopping Guide page ... for free. This week it plugged his twin bill ALASKA SEAS and CEASE FIRE.

The Town and Country restaurant ... owned by Bob's pal the mayor of North Bay ... put in a permanent display loaded with good Capitol copy ... More good displays in the bus terminal, De Luxe taxi stand and the lobby of the St. Regis hotel ... These will also be permanent fixtures from now on.

Robert closes his letter with the remark ... "Now I'd better get out and do some work ..." Not a bad idea, boy ... not bad at all. Just remember ... You said it, Not I.

Incidentally ... how come no mention of any displays in the Empire Hotel? ... After all, they get my dough when I'm in town ...

Look into it boy ... look into it.

ALGOMA - SOO

Norm's entry this week consists of visual evidence of three good window displays which were set up for him in connection with his showing of KING RICHARD AND THE CRUSADERS ... The three co-operating merchants were ... Canada Foods, Lois' Style Shoppe and Sidewell's Jewellery store.

CAPITOL - SUDBURY

Jeff took advantage of Election Day in Sudbury to set up an effective street bally for BLACK WIDOW ... Two students paraded through town and around the polling booths, with large posters, similar to the election posters being used by the various candidates, proclaiming that ... "You will vote BLACK WIDOW tops in entertainment, etc."

SENECA - NIAGARA FALLS

Jack placed twelve good-sized cards in excellent down town locations on THE EGYPTIAN ... also a couple of one sheets and a three, in the best windows on the Main street.

As advance for WHITE CHRISTMAS, Jack had a special banner strung across the full width of his lobby, and in his boxoffice signs indicated that there were "Only X More Days Until WHITE CHRISTMAS."

.X.X.X.X.X.

Well me hearties ... looks like that's it for this issue ... Not too bad, true ... but it can always be just a wee bit better ... I notice that our "Among the Missing" section is loaded this week ... Four, no less. Guess Don Edwards doesn't need those extra bonus points ... which seems to be true also for Herb Chappel, Len Gouin and Jack Bridges ... Well, I'll wait and see what next week will bring.

.X.X.X.X.X.

Hope you're all set for those all-important holiday shows ... With Christmas and New Years both falling on Saturdays we'll have to go some to match last year's grosses ... but it can be done ... with a little concentration and some straight-from-the-shoulder selling. How about it?

.X.X.X.X.X.

And now ... guess it's time to sign off, and get this issue in production ...

I do sincerely hope that you and your fammlies enjoy a very, very Merry Christmas ... the fore-runner of the happiest and most successful New Year it is possible to imagine ... Have fun, gang, and be seein' you.

D.E.K.